

## Message Text

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PAGE 01 STATE 097341  
ORIGIN COME-00

INFO OCT-01 ARA-10 ISO-00 EB-08 L-03 /022 R

DRAFTED BY COM:OIFI:FBP:JMLIGHTMAN  
APPROVED BY STATE:EB/IFD/BP:WLOCKWOOD  
COMMERCE/PTO/DALLEN  
STATE/OBP/SPRUETT

-----301546Z 081735 /45

R 292058Z APR 77  
FM SECSTATE WASHDC  
TO AMEMBASSY BUENOS AIRES

UNCLAS STATE 097341

E.O11652; N/A

TAGS:EIND, AR

SUBJECT: TRADEMARK APPLICATION FOR BRAN

1. THE DEPARTMENT OF COMMERCE MAINTAINS A PROGRAM TO PROTECT FOREIGN MARKETS FOR AMERICAN PRODUCTS AND SERVICES BY OPPOSING THE REGISTRATION BY FOREIGN GOVERNMENTS OF TRADEMARKS WHICH ARE GENERIC TERMS. IF SUCH MARKS ARE SUCCESSFULLY REGISTERED, THEY WOULD IMPEDE THE IMPORTATION OF PRODUCTS CONTAINING THE SAME WORD IN THE LABEL. FOR EXAMPLE, IF THE WORD "BEAN" WERE SUCCESSFULLY REGISTERED AS A TRADEMARK IN A COUNTRY, THEN ANY PRODUCT WITH "BEAN" ON THE LABEL (E.G., DEL MONTE GREEN BEANS, LIBBY BUTTER BEANS) COULD NOT BE LEGALLY SOLD IN THAT COUNTRY.

2. IN IMPLEMENTING THIS PROGRAM, COMMERCE WORKS CLOSELY WITH THE UNITED STATES TRADEMARK ASSOCIATION (USTA) AND OTHER TRADE GROUPS SINCE THESE ORGANIZATIONS THROUGH THEIR MEMBERS RECEIVE EXTENSIVE COMMERCIAL INTELLIGENCE ON PENDING TRADEMARK APPLICATIONS.

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3. ACTION REQUESTED: EMBASSY REQUESTED TO CONTACT APPROPRIATE OFFICIAL AND EXPRESS OBJECTION TO APPLICATION NO. 1-093746 FILED JANUARY 18, 1977 BY OSCAR BELTRAN

TO REGISTER BRAN IN CLASS 22 FOR FOOD PRODUCTS ON GROUNDS TERM IS GENERIC AND NOT PROPERLY REGISTRABLE

AS EXCLUSIVE TRADEMARK. OPPOSITION PERIOD EXPIRES  
MAY 5, 1977. REPORT ON RESULTS REQUESTED.  
CHRISTOPHER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** POLICIES, TRADEMARK APPLICATIONS  
**Control Number:** n/a  
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**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
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**Disposition History:** n/a  
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**Drafter:** OIFI:FBP:JMLIGHTMAN  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Review Release Event:** n/a  
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**TAGS:** EIND, AR  
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**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009